



HHS Office of Adolescent Health National Teen Pregnancy Prevention Month

Supporter Kit

12

12 Ways You Can
Get Involved in National
Teen Pregnancy
Prevention Month



Sample
Social Media
Language



Sample
Newsletter
Language



Sample
Customizable
News Release

Ways You Can Get Involved in National Teen Pregnancy Prevention Month

There is a strong national commitment to teen pregnancy prevention and a continued focus on this issue. National Teen Pregnancy Prevention Month highlights the historic declines in the rates of teen pregnancy and births in the United States (significant declines have occurred in all 50 states and among all racial/ethnic groups). There is more work to be done because great disparities remain. Want to get involved? Your organization can be a catalyst for change whether you have two minutes, two hours, or two days to devote. Take a look at the list of activities that you can use to get involved in National Teen Pregnancy Prevention Month.

- 1.** **Get active on social media.** Leading up to May and throughout the month post your own unique content or use the sample Tweets and Facebook messages found in this Supporter Kit to keep National Teen Pregnancy Prevention Month at the top of your news feed. Be sure to tag everything with #NTPPM to keep the conversation going.
- 2.** **Send a news release.** Get your local news makers informed about and involved in National Teen Pregnancy Prevention Month by sending out a news release. Use your own language or adapt the template found in this Supporter Kit. Remember, you can use our sample language to write a letter to the editor of your local newspaper or an op-ed.
- 3.** **Write a blog post.** Does your organization have a blog? Write a short or long article explaining National Teen Pregnancy Prevention Month, why it is important, why helping young people avoid an unintended pregnancy matters, and how your organization plans to support it. Share details on events you're hosting and how the community can attend/get involved. Be sure to share your post via social media and on your organization's web page and use #NTPPM. Need some additional resources? Start with the OAH National Teen Pregnancy Prevention Month Webpage: <https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month>.

- 4.** **Update your organization's webpage.** Your homepage is prime real estate so carve out some space to highlight the work you're doing to support National Teen Pregnancy Prevention Month. Whether it's text based, image-heavy, or a combination, let everyone who comes to your homepage know that you're getting involved—and how they can participate. The easiest way to do this is by using our suite of digital content which includes a Participation Badge, a Learn More banner, and images sized for use on your social media channels. Visit <https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month> to learn more and download the full suite of products.
- 5.** **Set up a Thunderclap campaign.** ThunderClap is a social media mobilization system that allows a user to register for a particular campaign using their Facebook and/or Twitter accounts and ThunderClap will automatically Tweet/post to Facebook a pre-determined message (written by the host) at a certain date and time. There is a cost associated with ThunderClap but it can be a great way to gain social media momentum. Learn more here: <https://www.thunderclap.it/>.
- 6.** **Host a Twitter chat.** A Twitter chat is a live Twitter event, usually moderated and focused on a single topic (filtered through using a pre-determined hash tag). To create a Twitter chat, choose a date and time (lunchtime is often a good time-slot), select a hash tag (such as #NTPPM), and publicize your event through any channels you typically use in your work (e-newsletter, social media, website, blog, etc). Then prepare a few questions and answers and have fun! Learn more here: <https://blog.hootsuite.com/a-step-by-step-guide-to-twitter-chats/>.
- 7.** **Create a Facebook Event.** A Facebook event is an easy and fun way to mobilize your community and get them involved without the cost of hosting an in-person event. Learn more here: <http://www.Facebook.com/help/210413455658361>.
- 8.** **Host a webinar.** Hosting a webinar is another way to get the word out and create buy-in with the community. Your webinar could focus on your organization's National Teen Pregnancy Prevention Month activities or on more general information about the critical importance of teen pregnancy prevention (including topics like the work you're doing in your community, helping parents talk to their kids about sex, etc.).

9. **Get Youth Involved.** Do you work with a youth leadership team, teen advisory board, or another teen group? Get them involved in National Teen Pregnancy Prevention Month! Ask them to provide you with pictures for Instagram, Twitter, and Facebook; share status updates on their social media channels; help host events through their school or clubs; or spread the word to their friends and family. More resources and info can be found at the OAH National Teen Pregnancy Prevention Month Webpage: <https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month>.

10. **Work with Partners to Host In-Person Events.** Invite community partners to host or co-host an in-person event. A gathering at a local bookstore, a potluck, or a panel discussion at a local high school/event space are all possibilities.

11. **Work with Local Educators to Spread the Word.** If you have partners at local high schools, ask them to share information about Teen Pregnancy Prevention Month with students and parents.

12. **Share information with civic leaders and decisionmakers.** Draft a letter to or visit with your local, state, or federal decisionmakers to educate them about the important work your organization does to prevent teen pregnancy, the youth being served, and goal of National Teen Pregnancy Prevention Month.



And don't forget to use and share our assets—from sample language to infographics, we have a variety of resources available to help amplify and supplement your efforts. Visit the OAH National Teen Pregnancy Prevention Month webpage <http://www.hhs.gov/ash/oah/news/national-teen-pregnancy-prevention-month.html> for everything you need to kick off your activities in May, including OAH-hosted activities that you may want to join.



Sample Social Media Language

Twitter

- Teen births have declined in all 50 states and among all racial/ethnic groups but there is still more work to be done! #NTPPM
- The U.S. still has the highest teen birth rate in the industrialized world. #NTPPM
- Parents matter! Need tips for talking to your teen about pregnancy prevention? Visit @TeenHealthGov at <https://www.hhs.gov/ash/oah/adolescent-development/reproductive-health-and-teen-pregnancy/teen-pregnancy-and-childbearing/tips-for-parents/index.html> #NTPPM
- **[I/ORGANIZATION]** support **[‘s]** National Teen Pregnancy Prevention Month! Learn more @TeenHealthGov <https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month> #NTPPM
- Want to get involved in National Teen Pregnancy Prevention Month? Check out @TeenHealthGov’s Toolkit: <https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month> #NTPPM
- Join @TeenHealthGov and **[ME/ORGANIZATION]** in supporting #NTPPM! Visit <https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month> to learn how!

Facebook

- Since peaking, the teen birth rate has seen historic declines but there is more work to be done. <https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month> #NTPPM
- This month is dedicated to raising awareness about teen pregnancy and how it can be prevented. Want to learn more and get involved? <https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month> #NTPPM
- Parents matter more than you think! If you need tips for talking to your teen about pregnancy prevention, look no further: <https://www.hhs.gov/ash/oah/adolescent-development/reproductive-health-and-teen-pregnancy/teen-pregnancy-and-childbearing/tips-for-parents/index.html> #NTPPM
- Throughout the month of May—and every day—**[I/ORGANIZATION]** support **[‘s]** efforts to reduce teen pregnancy. Join **[ME/US]**! Learn more <https://www.hhs.gov/ash/oah/news/teen-pregnancy-prevention-month> #NTPPM



Sample Newsletter Language

Title

Support National Teen Pregnancy Prevention Month!

Copy

Despite historic declines, the U.S. teen birth rate is still higher than that of many other developed countries, including Canada and the United Kingdom (get more information here: <https://www.hhs.gov/ash/oah/adolescent-health-topics/reproductive-health/teen-pregnancy/>).

We can do better. So join us this May for National Teen Pregnancy Prevention Month—31 days devoted to the historic progress that has been made and spotlighting how much work is being done.

Throughout the month of May, **[INSERT YOUR ORGANIZATION NAME HERE]** will be: **[INSERT YOUR ORGANIZATION'S NATIONAL TEEN PREGNANCY PREVENTION MONTH PLANS HERE]**. For more information or to participate in any of these events, please contact **[INSERT CONTACT INFORMATION HERE]**.



Sample Customizable News Release

Title

Despite Historic Declines in Teen Pregnancy and Birth Rates, There is Still More Work to be Done

[INSERT YOUR ORGANIZATION'S NAME HERE]'s Celebrate National Teen Pregnancy Prevention Month

Copy

May [xx], 20[xx]—Despite historic declines in the rates of teen pregnancy and births in the United States, and a [xx%] reduction in the teen pregnancy rate in [INSERT YOUR STATE], the U.S. teen birth rate is still higher than that of many other developed countries¹ and [INSERT YOUR STATE] has the [XXTH] highest teen pregnancy rate in the country.² [\[FIND YOUR STATE'S % DECLINE IN TEEN PREGNANCY AND BIRTH RATES AS WELL AS NATIONAL RATES HERE: HTTPS://WWW.HHS.GOV/ASH/OAH/FACTS-AND-STATS/NATIONAL-AND-STATE-DATA-SHEETS/ADOLESCENT-REPRODUCTIVE-HEALTH\]](https://www.hhs.gov/ash/oah/facts-and-stats/national-and-state-data-sheets/adolescent-reproductive-health).

In order to focus attention on all the progress that has been made and spotlight how much work is yet to be done, [INSERT YOUR ORGANIZATION'S NAME HERE] joins organizations across the country in participating in National Teen Pregnancy Prevention Month. Throughout the month of May, [INSERT YOUR ORGANIZATION'S NAME HERE] will be: [INSERT YOUR ORGANIZATION'S NAME HERE NATIONAL TEEN PREGNANCY PREVENTION MONTH PLANS OR LINK TO PLANS HERE]. For more information or to participate in any of these events, please contact [INSERT CONTACT INFO]. [INSERT QUOTE FROM ORGANIZATION SPOKESPERSON OR CEO].

While May is a critical time to consider teen pregnancy and how it impacts individuals and the community as a whole, it is important to note that this issue is one to focus on year-round. [INSERT INFORMATION ABOUT:

- **YOUR PROGRAM AND THE WORK YOU DO**
- **STEEP DECLINES IN RATES**
- **QUOTES FROM YOUTH/COMMUNITY-MEMBERS SERVED BY YOUR WORK]**

About [INSERT YOUR ORGANIZATION'S NAME AND URL HERE WITH ANY OTHER BOILERPLATE LANGUAGE].

References:

- 1 <https://www.hhs.gov/ash/oah/adolescent-health-topics/reproductive-health/teen-pregnancy/>
- 2 <https://www.hhs.gov/ash/oah/facts-and-stats/national-and-state-data-sheets/adolescent-reproductive-health>